





#### **CHALLENGES FOR NEW HORTICULTURAL AGRICULTURAL PRODUCERS**

- Expensive land and water, can be overcome by high value crops.
- Unstable, uncertain labor supply remedied by passage of AG Jobs.
- Statistical under-reporting of greenhouse and nursery crop values remedied by increasing Federal categories for greenhouse and nursery crops.
- Insurance that limits recovery for plant destruction under Federal Order remedied by elimination of the exclusion in current Federal-sponsored crop insurance.
- Lack of agricultural price supports for greenhouse and nursery crops remedied by including them in the subsidy program at least through risk protection for crop destruction.

#### **COMPETITIVENESS OF US GREENHOUSE AND NURSERY CROPS**

- To maintain and expand competitiveness a stable labor force is essential
- To maintain and expand competitiveness crops must be protected from invasive pests and diseases brought in on ships, pallets, and imported crop material. Importation when invasives are identified must be halted immediately and not resume until solid proof of crop cleanliness.
- USDA support for opening markets in Asia for greenhouse and nursery crops is needed to maintain and expand competitiveness.

#### **APPROPRIATE/EFFECTIVE DISTRIBUTION OF FARM PROGRAM BENEFITS**

- These direct program benefits are not generally available to greenhouse and nursery agriculture.
- Benefits such as cost sharing for improved water conservation and land protection, if straightforwardly accessible, would benefit the industry.

#### **ACHIEVEMENT OF CONSERVATION AND ENVIRONMENTAL GOALS**

- Cost sharing to assist in protection of environmental assets

#### **ENHANCEMENT OF RURAL ECONOMIC GROWTH**

- Economic support for nursery and greenhouse production is a means to maintain the viability of agriculture in rapidly urbanizing areas.
- Nurseries and greenhouses support economic growth by production of high-value crops with limited a land and water use.
- Recognition of nursery and greenhouse production as an important part of US agriculture by the US Legislature and USDA will help enhance and preserve rural character.

#### **EXPAND AGRICULTURAL PRODUCTS, MARKETS, AND RESEARCH**

- USDA can fund research that supports control or eradication of harmful invasive species tha impact nursery and greenhouse production.
- USDA can help nursery/greenhouse agriculture expand research by providing funds to study production techniques of the most highly marketable and pest-resistant nursery and greenhouse crops.

Washington State's horticultural industry has been represented since 1937 by the Washington State Nursery and Landscape Association (WSNLA). First established by a group of pioneering horticulturists from different parts of the State, it has continued to be a statewide organization representing all segments of the Washington Green Industry. Members include large and small growers, wholesalers, nursery retailers, architects, designers, landscape contractors, landscape maintenance professionals, turfgrass producers, equipment suppliers, material suppliers, educators, and garden writers. The diversity of membership ensures that the whole industry can interrelate with other segments of the industry and the Association can achieve its mission to support the success of its members by serving, promoting, representing and educating the horticultural community of Washington State.

WSNLA serves as a communication and networking link between members of the association and the public and between members and other parts of the industry. The WSNLA website lists both members and a buyer's guide for specific categories of plants. It features breaking news and a calendar of events. The website continues to expand to further its service to members.

Members are represented in Olympia, the State capitol. By the Association, the members' needs and concerns are represented to Washington Department of Agriculture on issues related to pests and disease such as *P. ramorum*, Gypsy Moth, and fruit tree nursery diseases. This year WSNLA represented the industry views of the drought declaration to elected and agency officials in various parts of the State. The result produced a "toned down" message to the public.

Any horticultural worker may apply to take the Certified Professional Horticulturist (CPH) examination, whether a member or not. Upon passing the examination and providing proof of the required 2000 hours worked in the industry, the new CPH receives a badge to wear at work and copies of the Association's monthly magazine, B&B. Those certified express satisfaction with the added recognition and pay that the CPH achievement represents.

The monthly publication, B&B, has instituted an editorial calendar featuring a different segment of the

industry on a rotational basis: growers and wholesalers, retail nurseries and garden centers, and landscapers. The magazine features members prominently in featured pictorial articles. In addition, articles of scientific interest and current industry concerns are featured. Every month the magazine features a related plant or plants as well.

The magazine has evolved from its earlier one color tabloid format to a full color glossy magazine format that invites industry and non-industry readership.

This year's educational seminars cover a wide range of topics useful to the professional horticulturist. WSNLA alone, or in cooperation with other allied groups will present seminars on soils, root management, root decay, pruning, container gardening, water gardening, design, container ID, drip irrigation, small business marketing, employee hiring, drought management, garden photography, new diseases, edible gardening, and Rea/Retailing. WSNLA partnered with WA Department of Natural Resources on a Fire Wise Landscape curriculum for both the east and west sides of the State.



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cost because of higher staff expenses than a traditional firm at which management would have been able to support a smaller number of the association's members or the association could have used other means of raising funds.

WASHINTAP serves as a community of Washington State and equipping the political and social movement leaders and about the success of its members. WASHINTAP can serve as a mission to achieve the mission with other Washingtonians. The purpose of WASHINTAP is to provide a platform for Washingtonians to discuss and address the issues of Washington State and the Washington State.

It is important to recognize that the above information is not intended to be used as a basis for any decision.

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construction (e.g., many people find that a test  
 is constructed on a five-point Likert scale, but  
 with only two possible responses or answers,  
 i.e., a dichotomy). Moreover, because of  
 the unidimensionality of the construct, and  
 because of the high internal consistency  
 indicated by high Cronbach's alpha scores,  
 the construct is defined as a single ID and  
 consists of the construct's single  
 measurement item, i.e., the single dichotomy  
 with possible responses on a five-point  
 scale. In other words, the construct  
 is defined as a single ID and  
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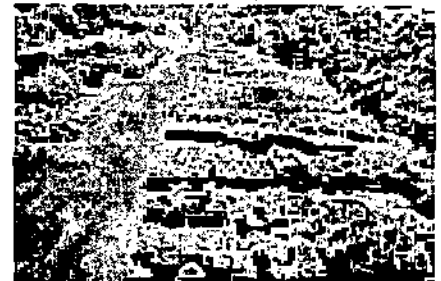
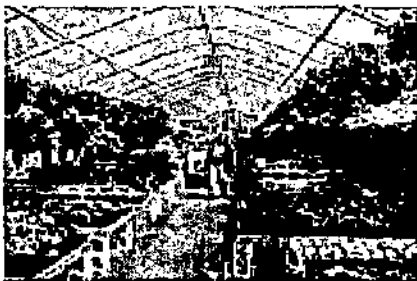
seminars cover a wide range of topics relevant to the new & controversial legislation.



# The Washington State Green Industry

...a powerful force in the state's economy

The Washington State Nursery & Landscape Association is a non-profit organization dedicated to supporting the success of its members through serving, promoting, representing, and educating the horticultural community of Washington State.



## A PROMISING FUTURE!

The green industry represents one of the fastest growing segments of US agriculture. The US is also the largest market for green industry products and one of the most competitive.

The green industry in Washington State is widespread, ranging from wholesale production nurseries and garden centers to parks, playing fields, golf courses, commercial campuses, and residential properties. Its 7,000-plus businesses play a critical role in Washington's economy and living environment by providing a vast array of landscape products and services.

With an economic impact of \$3.1 billion, the green industry touches the lives of nearly every Washington citizen.

## BILLIONS IN SALES AND GROWING.

The combined value of green industry product sales and service sector receipts amount to \$3.1 billion.

Industry information is divided into two sectors. Product and Service. Product and service sectors are businesses that primarily serve end users. End users include airports, churches, commercial properties, golf courses, schools, and single family homes.

**SOURCES:** USDA Statistics. Economic Impact of the US Green Industry. Dr. Charles R. Hall, Professor, University of Tennessee Extension. This research was made possible by a grant from USDA - Forest Service, National Urban and Community Forestry Advisory Committee. [www.utextension.utk.edu/hbin](http://www.utextension.utk.edu/hbin).

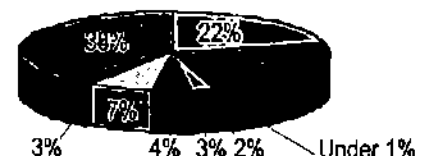
## WHAT IS THE GREEN INDUSTRY?

The green industry refers to those businesses, organizations, individuals, and associated properties that produce, maintain, use, or sell plants and associated products to enhance human environments. Examples include:

- Ornamental nurseries and greenhouses
- Treefruit nurseries
- Sod production
- Landscape design and construction
- Lawn and tree care
- Golf course management
- Retail garden and floral centers
- Private landowners who maintain trees, lawns, flowerbeds, and other landscapes or interiorscapes.

## 2004 PRODUCT & SERVICES SECTOR SALES.

■ Nursery/Greenhouse	■ Lawn/Garden Retailers
□ Lawn/Garden Equipment Mfg.	□ Greenhouse Mfg.
■ Horticultural Services	□ Garden Equipment Wholesalers
■ Florists	□ Other Retailers
■ Landscape Designer	■ Landscape Services



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